

# Facebook Campaign Planning

**What Campaigns  
Should I Create?**

# Your Numbers & Budget

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The first step you should take is nailing down your businesses numbers and then working backwards to find your daily ad spend budget.

- What is your customer average order value (AOV for short)? Even better, do you know your average lifetime customer value (over the life of a customer, what is their average total value of orders/payments they have made)?

If you are a brand new business, you won't know your customer lifetime value, so you will have to begin with your AOV.

Let's use our [modMBA course](#) for this example.

# Your Numbers & Budget

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Our modMBA course AOV = \$997

While we do have other affiliate offers and our ad management upsell contributing to our Customer Lifetime Value, to make this easier we will base our math just on our one time AOV.

**PRO TIP RULE:** Daily budget = 10 x CPA (Cost Per Action)

This is the optimal budget for collecting enough data via Facebook ads.

# Cost Per Action (CPA)

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**CPA = Ad Spend / Number of Conversions**

**EXAMPLE:** An ad campaign was viewed 5000 times, received 200 clicks, and there was a total of 20 conversions. The total ad spend was \$200.

The CPA is calculated as:

**CPA = \$200 / 20 conversions = \$10 Cost Per Action**

# Test to Find Your Cost Per Action (CPA)

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If you are just starting out, you won't know your CPA yet... but you do know your product/services cost!

## modMBA EXAMPLE:

AOV = \$997

Expenses/Cost of Goods Per Order = \$947

Profit Per Order = \$997 - \$947 = **\$50**

**Breakeven CPA = \$50**

This means we can spend up to \$50 per ACTION (i.e. total ad spend per ORDER) and still breakeven (and profit on any CPA up to \$49.99). So now it is time to start testing ads to find our actual CPA and then optimize our ads ongoing to continue lowering our CPA!

# Budget

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**PRO TIP RULE:** Daily budget = 10 x CPA (Cost Per Action)

Our optimal budget for collecting data via Facebook ads would be  $10 \times \$50 = \text{\$500 Daily Budget}$

Now it is time to split this daily budget over several key campaigns:

- Top of Funnel (TOF)
- Middle of Funnel (MOF)
- Bottom of Funnel (BOF)

Think of this as your customers journey from cold (not knowing you), all the way to making a purchase (or converting). This is your time to present your brand as a solution to the users problem, to overcome customers objections, and to build trust until they finally convert!

# Top of Funnel (TOF)



# Top of Funnel (TOF)

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20% of my daily ad spend budget is allocated to TOF campaigns.

- Top of Funnel campaigns are in place to “feed” the Facebook Pixel. You need more data so you can keep growing bigger, better, and warmer Custom Audiences and Lookalike Audiences.
- Top of funnel campaigns are for you to identify users INTERESTED in what you are offering. People who clicked, watched, or engaged with your ad... these are the “INTERESTED” people that will populate your Custom Audience for future retargeting (i.e. a WARM AUDIENCE) and the data used for creating high-quality Lookalike Audiences!

# Top of Funnel (TOF)

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- If you aren't sure of your exact target market, THAT IS OK! That is what TOF campaigns are for... targeting BROAD audiences that are typically 1m-50m in size!  
For example, to target all potential business owners in a region, I will target: **18+ / USA / Detailed Targeting > Behaviors > Business page admins**
- You are testing your content with a **COLD AUDIENCE** and seeing who says *"hey, that's INTERESTING!"* This is the time for audience development and testing ads. At an ad's basic level, you are identifying XYZ problem and offering a solution with your product/service!
- Rarely will a TOF ad directing people straight to your offer/sales page work. You need to make your audience aware they indeed have that problem you are solving. Think of any infomercial you have ever seen. You need to remind people of a problem they have and then offer your product as the solution. Get them saying, **"YES, I NEED THAT!"**

# How to Allocate Your TOF Budget

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- Our goal is to find your perfect target market first (AD SET), then you can optimize ads later. So this means split testing at the AD SET level, one variable at a time.
- I will split test my TOF budget (remember, 20% of my total budget) over the following 3 campaign objectives for TOF campaigns: **Traffic, Video Views, and Post Engagement**

**EXAMPLE:** \$500 total budget x 20% = \$100 for TOF campaigns

- Traffic = \$33
- Video Views = \$33
- Post Engagement = \$33

# How to Allocate Your TOF Budget

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This is **NOT** a set in stone RULE. You could do \$100 all towards a Traffic campaign if you have a great blog post packed with valuable content you want to drive users to. But you could include that blog post URL in a Facebook Page post and use a Post Engagement campaign too... OR create a video version of that same blog post for Video Views. You just need to test what form of content works best with your audience!

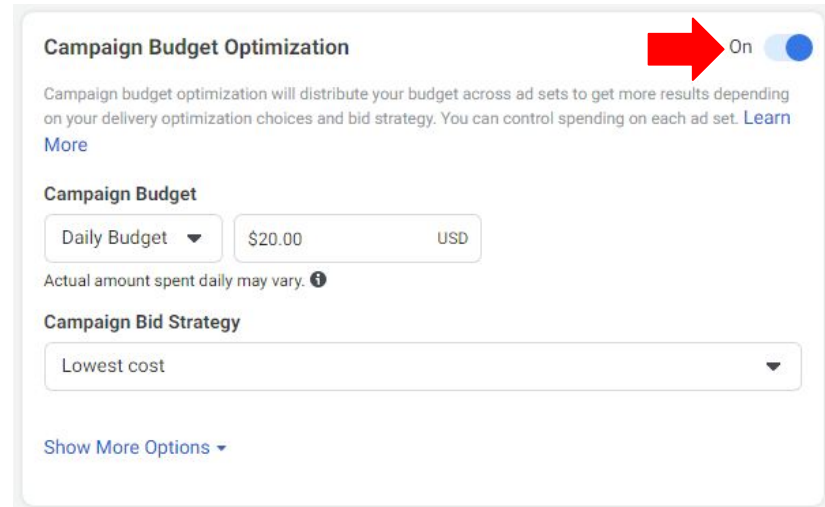
Long story short, I am amazed by the varying results I get from different niches on Facebook. Sometimes I get cheaper link clicks from Post Engagement campaigns... sometimes Video Views convert to sales! I just suggest split testing content and ads to see what drives the highest relevancy and lowest CPA for your brand.

And I also HIGHLY suggest creating at least 1-2 videos so you can start building those Video Engagement Custom Audiences. Facebook FAVORS video content in their feed, so take advantage of this. I see some of my best **returns on ad spend** from driving people directly to my video or webinar via a Video View campaign, then retargeting that Video Engagement audience with a Conversion campaign to make a purchase.

# How to Allocate Your TOF Budget

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- Once you create a TOF campaign, toggle on the CBO (Campaign Budget Optimization) option at the Campaign Objective selection level. Allocate at minimum \$1 per ad set.
- I suggest testing 10 AD SETS.
- Make sure to watch our lecture, “**How to Split Test Facebook Ad Sets with Campaign Budget Optimization**” to see how to duplicate ad sets and split test with CBO.



The screenshot shows the 'Campaign Budget Optimization' settings in Facebook Ads. A red arrow points to the 'On' toggle switch. Below the toggle, there is a description of CBO and a 'Learn More' link. The 'Campaign Budget' section shows a 'Daily Budget' dropdown set to '\$20.00' with a 'USD' currency selector. Below this, it states 'Actual amount spent daily may vary.' with an information icon. The 'Campaign Bid Strategy' section shows a dropdown set to 'Lowest cost'. At the bottom, there is a 'Show More Options' link.

**Campaign Budget Optimization** On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

**Campaign Budget**

Daily Budget ▼ \$20.00 USD

Actual amount spent daily may vary. ⓘ

**Campaign Bid Strategy**

Lowest cost ▼

[Show More Options](#) ▼

# How to Allocate Your TOF Budget

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- For **6 out of 10 ad sets**, select Lookalike Audiences of people who have taken action (i.e. leads, purchases, etc.)
- Next, for **3 out of 10 ad sets** (if you are starting from scratch and don't have any Custom Audiences or Lookalike Audiences yet, this number will be **9 out of 10 ad sets**) I will target a COLD AUDIENCE, single interest, demographic, gender, age, location, or behavior in each ad set. Remember, only 1 variable per ad set so it is a TRUE split test. **Create an AVATAR of your perfect customer.** Go BROAD! For example, women/18+/USA ...or... 25-44/USA ...or... 18+/USA/Dogs (DETAILED TARGETING) ...or... 13-18/USA/Manual Placements/iOS Devices Only (perfect BROAD audience for my client with an iOS mobile game for teens). Go very broad so we can start building our Custom Audiences with “**INTERESTED**” people.
- Finally, **1 out of 10 ad sets** should be set to a max BROAD audience, e.g. targeting only one country, ages 18-65+, all gender. This is the fail safe ad set in case you are targeting the completely wrong types of people in the first 9 ad sets. Your RELEVANT ad content will grab the attention of the correct users in this BROAD audience!

# TOF Campaign Audience Testing

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Every 3 days (or 1,000 impressions per ad set), I will review the ad sets and toggle off losers.

But the TOF is for TESTING. So don't just leave the remaining 9 ad sets after you toggle 1 loser off... instead, add a new AD SET to this TOF campaign to test new interests, or a Lookalike at a different % (i.e. 10% Lookalike instead of the 1% Lookalike I started with), etc.

One of my best performing split test ideas is to DUPLICATE winning ad sets, but then adjust the segmenting in this new test, for example men only, or maybe 25-45 age only, or people in X state only (this segment test helps you narrow in on your perfect audience even further).

If you have a huge budget, you can start with say 50 ad sets targeting 1 audience each... but if you can only afford \$100 to \$500 per day for this TOF campaign, I suggest using only 10 ad sets and toggling off losers every 3 days and then adding new test audiences (to always have 10 active ad sets in this TOF testing campaign).

Ad Sets

Coursenvy.com Ad Account (5577103...)

Updated just now

Discard Drafts

Review and Publish

Search and filter

Campaigns

Ad Sets

Ads

Create

Duplicate

Edit

A/B Test

Rules

1-200 of 767

View Setup

|  | Ad Set Name                                    | Delivery         | Bid Strategy               | Budget      | Last Significant Edit                 | Results             | Reach  | Impressions | Cost per Result          |
|--|------------------------------------------------|------------------|----------------------------|-------------|---------------------------------------|---------------------|--------|-------------|--------------------------|
|  | (rambo) US - 25-45 - Digital marketing         | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... |                                       | 50<br>Link Clicks   | 4,721  | 5,174       | \$0.28<br>Per Link Click |
|  | US - 25+ - digital marketing                   | ● Off            | Lowest cost<br>Leads       | Using ca... | Jul 31, 2020, 11:5...<br>130 days ago | 49<br>On-Faceboo... | 3,039  | 3,920       | \$1.30<br>Per On-Face... |
|  | US - 25+ restaurant owner                      | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... |                                       | 49<br>Link Clicks   | 2,819  | 3,888       | \$0.33<br>Per Link Click |
|  | Marketing                                      | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... | Jul 23, 2020, 1:15...<br>138 days ago | 47<br>Link Clicks   | 5,056  | 5,090       | \$0.02<br>Per Link Click |
|  | richC learnCE paying lookalike                 | ▲ Delivery Error | Lowest cost<br>Conversions | Using ca... |                                       | 47<br>modMBA we...  | 13,944 | 23,659      | \$4.19<br>Per modMBA...  |
|  | US - 25+ - courses                             | ● Off            | Lowest cost<br>Leads       | Using ca... | Jul 31, 2020, 11:5...<br>130 days ago | 42<br>On-Faceboo... | 3,140  | 3,918       | \$1.73<br>Per On-Face... |
|  | US - 25+ - Digital Marketing                   | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... | May 12, 2020, 8:5...<br>210 days ago  | 42<br>Link Clicks   | 3,503  | 3,549       | \$0.08<br>Per Link Click |
|  | US - 26-35 altM - BROAD                        | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... | Apr 27, 2020, 1:4...<br>225 days ago  | 42<br>Link Clicks   | 4,828  | 6,088       | \$0.23<br>Per Link Click |
|  | US - 22+ - top income                          | ● Off            | Lowest cost<br>Link Clicks | Using ca... | Apr 20, 2020, 10:...<br>232 days ago  | 41<br>Link Clicks   | 3,217  | 3,904       | \$0.51<br>Per Link Click |
|  | richC - biz owners                             | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... |                                       | 39<br>Link Clicks   | 5,148  | 11,709      | \$0.28<br>Per Link Click |
|  | 25+ - US/CAN - Parents with teenagers - Top... | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... | Jun 1, 2020, 9:08 ...<br>190 days ago | 39<br>Link Clicks   | 3,367  | 3,745       | \$0.22<br>Per Link Click |
|  | Marketing                                      | ● Campaign Off   | Lowest cost<br>Link Clicks | Using ca... | Jul 23, 2020, 1:10...<br>138 days ago | 37<br>Link Clicks   | 2,956  | 3,190       | \$0.34<br>Per Link Click |

As you can see, we are split testing a single audience in each Ad Set.

To further optimize, I will duplicate a winning ad set, then adjust the audience to a smaller segment.



Campaigns

Ad Sets

1 Selected

Ads for 1 Ad Set

+ Create

Duplicate

Edit

A/B Test

Preview

Rules

View Setup

Columns: Custom

Breakdown: Age and Gender

Reports

|                          | Ad Name                                                                                                      | Delivery                           | Ad Set Name                                     | Bid Strategy<br>Ad Set     | Budget<br>Ad Set | Last Significant Edit                | Results             | Reach           | Impressions    | Cost per<br>Result       | Quality Ranking<br>Ad Relevance Dia... | Engagen<br>Rate Ran<br>Ad Relevance L |
|--------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------------|----------------------------|------------------|--------------------------------------|---------------------|-----------------|----------------|--------------------------|----------------------------------------|---------------------------------------|
| <input type="checkbox"/> |  Default name - Conversions | <input type="radio"/> Campaign Off | US - 25+ - Entrepreneur (mag...<br>0 active ads | Lowest cost<br>Conversions | Using ca...      | May 2, 2020, 1:09...<br>220 days ago | 15<br>modMBA we...  | 4,385           | 4,846          | \$4.32<br>Per modMBA...  | —                                      |                                       |
| <input type="checkbox"/> | 25-34 Female                                                                                                 |                                    |                                                 |                            |                  |                                      | 1                   | 267             | 285            | \$4.71                   | —                                      |                                       |
| <input type="checkbox"/> | 25-34 Male                                                                                                   |                                    |                                                 |                            |                  |                                      | 6                   | 2,292           | 2,573          | \$3.79                   | —                                      |                                       |
| <input type="checkbox"/> | 25-34 Uncategorized                                                                                          |                                    |                                                 |                            |                  |                                      | —                   | 18              | 24             | —                        | —                                      |                                       |
| <input type="checkbox"/> | 35-44 Female                                                                                                 |                                    |                                                 |                            |                  |                                      | —                   | 133             | 148            | —                        | —                                      |                                       |
| <input type="checkbox"/> | 35-44 Male                                                                                                   |                                    |                                                 |                            |                  |                                      | 3                   | 766             | 833            | \$3.74                   | —                                      |                                       |
| <input type="checkbox"/> | 35-44 Uncategorized                                                                                          |                                    |                                                 |                            |                  |                                      | —                   | 11              | 13             | —                        | —                                      |                                       |
| <input type="checkbox"/> | 45-54 Female                                                                                                 |                                    |                                                 |                            |                  |                                      | —                   | 90              | 96             | —                        | —                                      |                                       |
| <input type="checkbox"/> | 45-54 Male                                                                                                   |                                    |                                                 |                            |                  |                                      | 4                   | 401             | 439            | \$2.58                   | —                                      |                                       |
| <input type="checkbox"/> | 45-54 Uncategorized                                                                                          |                                    |                                                 |                            |                  |                                      | —                   | 5               | 5              | —                        | —                                      |                                       |
| <input type="checkbox"/> | 55-64 Female                                                                                                 |                                    |                                                 |                            |                  |                                      | —                   | 44              | 46             | —                        | —                                      |                                       |
| <input type="checkbox"/> | 55-64 Male                                                                                                   |                                    |                                                 |                            |                  |                                      | 1                   | 166             | 179            | \$5.60                   | —                                      |                                       |
| <input type="checkbox"/> | 55-64 Uncategorized                                                                                          |                                    |                                                 |                            |                  |                                      | —                   | 3               | 3              | —                        | —                                      |                                       |
| <input type="checkbox"/> | 65+ Female                                                                                                   |                                    |                                                 |                            |                  |                                      | —                   | 41              | 44             | —                        | —                                      |                                       |
| <input type="checkbox"/> | 65+ Male                                                                                                     |                                    |                                                 |                            |                  |                                      | —                   | 144             | 154            | —                        | —                                      |                                       |
| <input type="checkbox"/> | > Results from 1 ad                                                                                          |                                    |                                                 |                            |                  | —                                    | 15<br>modMBA web... | 4,385<br>People | 4,846<br>Total | \$4.32<br>Per modMBA ... |                                        |                                       |

For example, using the Breakdown menu, I can see what Age and Gender specifically drove the best results.

So this could be a promising split test SEGMENT to test:

Male, 25-34

# **My Favorite Lookalike Audiences**

# My Favorite Lookalike Audiences

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A warm Custom Audience is ALWAYS best (i.e. someone who has engaged with your post, website, video, etc.) Second best is a **LOOKALIKE**... Facebook uses hundreds of data points to find users that “LOOK” and “act online” nearly the exact same as your Custom Audience! Here are my favorites:

- **Website Custom Audience > Visitors By Time Spent > Top 25%**  
\*\*\*removes users who bounce from your site right away\*\*\*
- **Facebook Page Custom Audience > Everyone who engaged with your Page**
- **Instagram Business Profile Custom Audience > Everyone who engaged with your business**
- **Video Engagement Custom Audience > People who either completed or viewed at least 15 seconds of your video (ThruPlay)**
- **Website Custom Audience > AddToCart** \*\*\*create a 7, 14, and 30 day Custom Audience\*\*\*
- **Website Custom Audience > InitiateCheckout** \*\*\*7, 14, and 30 day\*\*\*
- **Website Custom Audience > All website visitors**
- **Website Custom Audience > People who visited specific web pages** \*\*\*EX: /XYZlandingpage
- **Customer List Custom Audience** \*\*\*segment lists by email subscribers and **BUYERS**\*\*\*

# Lookalike Audiences

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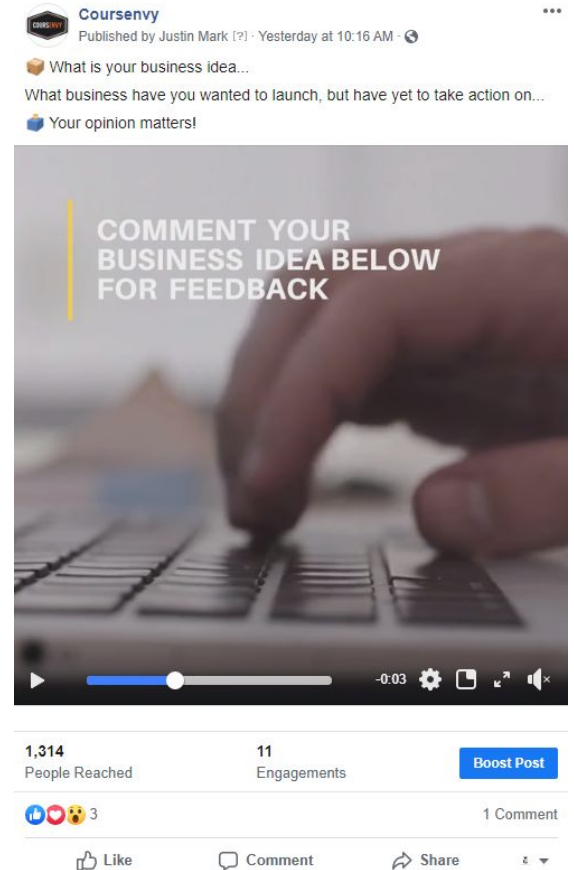
- Eventually you want to replace nearly all of your COLD TRAFFIC targeting (i.e. cold interests/demo/behavior) with LOOKALIKE AUDIENCES.
- Facebook builds the **BEST Lookalike Audience** with Custom Audiences of **1,000 or more users**.
- This is because you will eventually have Custom Audiences of thousands of users that have done XYZ, visited your website, clicked your ad, made a purchased, etc. By using the power of Facebook's data, we can let them find users similar to our past converting Custom Audiences.
- You can still split test cold traffic for TOF testing campaigns, but from our extensive research running clients ads, we see **Lookalike Audiences** perform the best for TOF targeting.

# One Of My Favorite TOF Ads

Why drive people to a lead capture page via a Conversion campaign and pay \$1-\$5 per lead?!

Instead, publish a post to your Facebook page asking a question that will HOOK and INSPIRE your target market to engage and comment on your post! Plus, users who comment have just made a “**MICRO transaction**” with your brand, which makes them that much warmer and closer to becoming your eventual paying customer!

I will target a BROAD audience with this Post Engagement campaign. My goal is to split test varying posts with questions that will get my target market to ENGAGE... and specifically get comments on the post (i.e. ANSWERS to the question) for less than \$0.25 per comment.

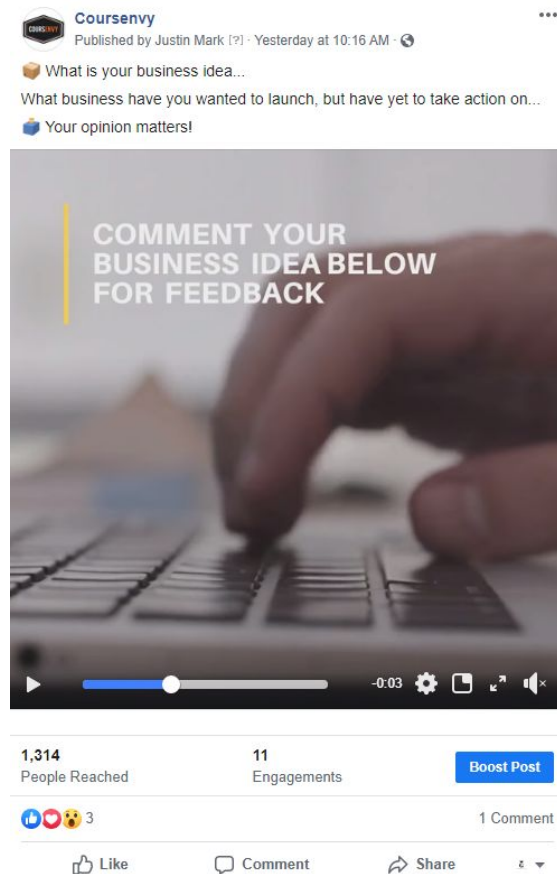


# One Of My Favorite TOF Ads

Think of these as **25 cent leads** that we can retarget via the Custom Audience: **Facebook Page Custom Audience > People who engaged with any post or ad.**

An added benefit of using a Post Engagement campaign is you can build up social proof on a post (likes, comments, shares) which leads to natural virality. People prefer to share or comment on a post that ALREADY has a ton of engagement.

**PRO TIP:** A post with higher social proof will lead to more organic reach from shares and a cheaper cost per engagement from your Post Engagement campaign. Facebook will serve your ad at a lower cost per impression because of the social proof. WIN WIN!



# PRO TIP: Post Engagement

ENGAGEMENT is part of the **Ad Relevance Diagnostics** (find ratings on the AD level tab). Once you find winning Ad posts (for all TOF, MOF, BOF), use at minimum a \$5/day Post Engagement ad to boost up this Relevance rating and continue to build social proof for these winning Ad posts.

**Ad posts with no social proof (likes, comments, shares) = MORE EXPENSIVE ADS**

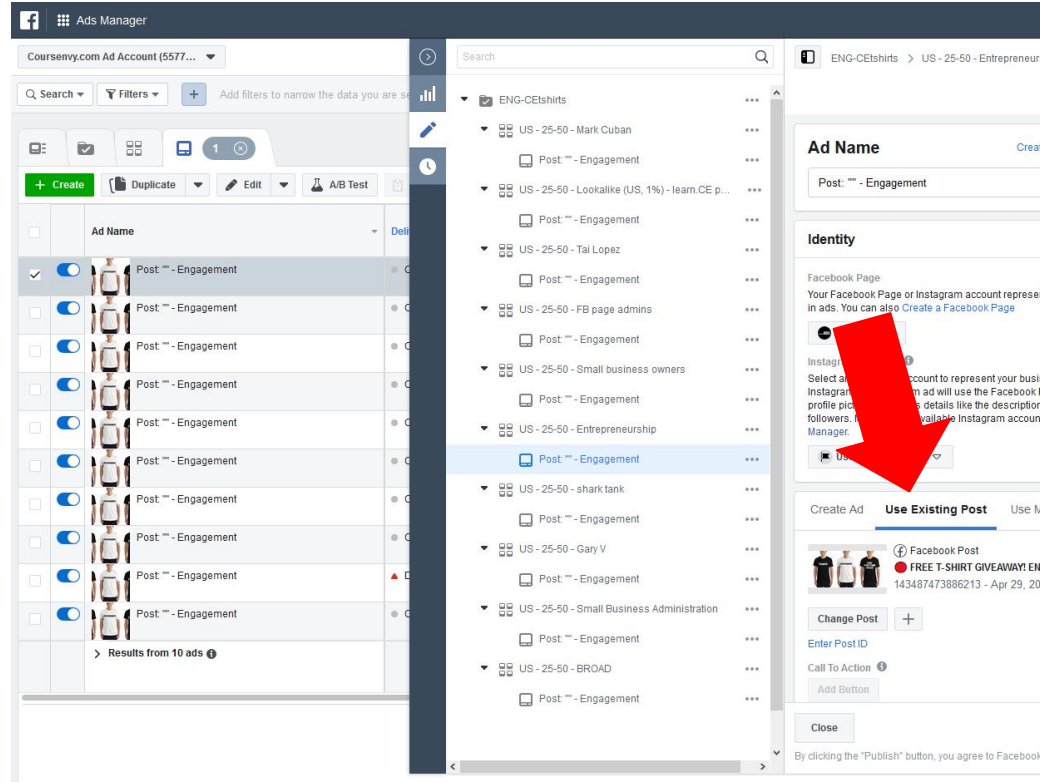
When you have all 3 ratings at ABOVE AVERAGE, you will get way cheaper ads!

| Name                              | Delivery | Bid Strategy      | Budget        | Last Significant Edit         | Results         | Reach        | Impressions | Cost per Result      | Quality Ranking | Engagement Rate Ranking | Conversion Rate Ranking | Amount Spent        | Ends    |
|-----------------------------------|----------|-------------------|---------------|-------------------------------|-----------------|--------------|-------------|----------------------|-----------------|-------------------------|-------------------------|---------------------|---------|
| Lead generation                   | Active   | Lowest cost       | \$10.00 Daily |                               | 53 On-Facebo... | 2,547        | 2,745       | \$0.33 Per On-Fac... | —               | —                       | —                       | \$17.24             | Ongoing |
| US - 25-50                        | Active   | Lowest cost Leads | Using cam...  | Apr 1, 2020, 7:2... Yesterday | 53 On-Facebo... | 2,553        | 2,745       | \$0.33 Per On-Fac... | —               | —                       | —                       | \$17.24             | Ongoing |
| - Lead generation - Copy VIRTU... | Active   | Lowest cost Leads | Using cam...  | Apr 1, 2020, 7:2... Yesterday | 1 On-Faceb...   | 58           | 58          | \$0.51 Per On-Fac... | —               | —                       | —                       | \$0.51              | Ongoing |
| - Lead generation                 | Active   | Lowest cost Leads | Using cam...  | Apr 1, 2020, 7:2... Yesterday | 52 On-Faceb...  | 2,499        | 2,687       | \$0.32 Per On-Fac... | Above average   | Above average           | Above average           | 73                  | Ongoing |
| Results from 1 campaign           |          |                   |               |                               | 53 On-Facebo... | 2,547 People | 2,745 Total | \$0.33 Per On-Fac... |                 |                         |                         | \$17.24 Total Spent |         |

# PRO TIP: Post Engagement

**PERFECT POST** = 1+ share per 100 impressions. Comments under \$0.25 each

- Keep split testing post content to optimize for these metrics!
- Once you find that near perfect Facebook post, you can use this post as your ad (**AD LEVEL > USE EXISTING POST**) for any campaign objective and maintain/grow the social proof!





# PRO TIP: Grow Social Proof

- To search through all of your posts (both **Published Posts** on your Facebook page and posts that are just **Ads**), navigate to the [PAGE POSTS](#) page in your Business Manager menu.
- Here you can copy the Ads post ID and then use it in all of your varying ad sets. By doing this you won't have a new Ad post under each ad set, rather that **same post** so all of the SOCIAL PROOF / engagement (likes, comments, shares) grows for just a **SINGLE** post!

facebook

Page Posts

Published Posts

Scheduled Posts

Ads

Ads

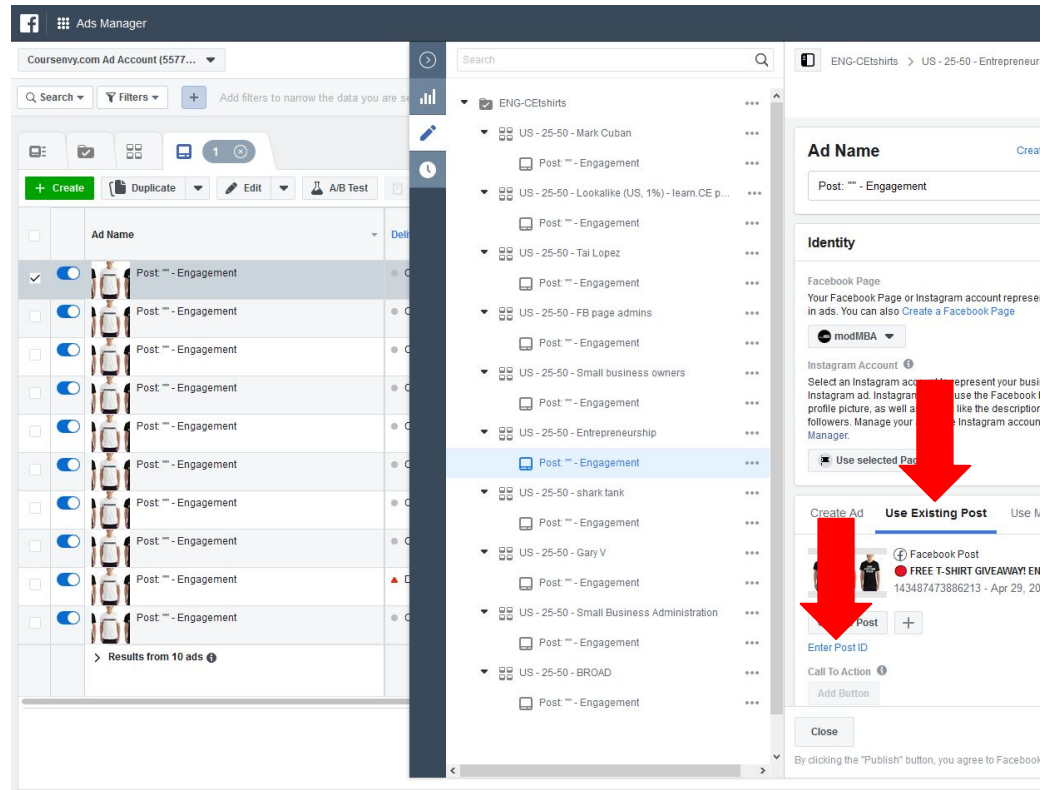
Search

Create Post

| Posts                                                                                                                                           | ID               | Reach               | Engagement            | Date                   | Privacy |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------------|------------------------|---------|
|  GET INSTANT ACCESS TO \$5,353 OF VALUE FOR JUST \$8...        | 1713310658821784 | 0<br>People reached | 0<br>Post engagements | May 3, 2020 at 3:05 PM | Public  |
|  If you want to sell online, you have to master Ads! Over... | 1713310645488452 | 0<br>People reached | 0<br>Post engagements | May 3, 2020 at 3:05 PM | Public  |

# PRO TIP: Grow Social Proof

- Copy your winning Ads post ID (the post that got the most engagement for the lowest cost and has 1+ share per 100 impressions and comments under \$0.25 each).
- Navigate to your campaign. Edit each Ad under the “Use Existing Post” creative option.
- Click the “Enter Post ID” link.
- Paste in the Ad post ID.

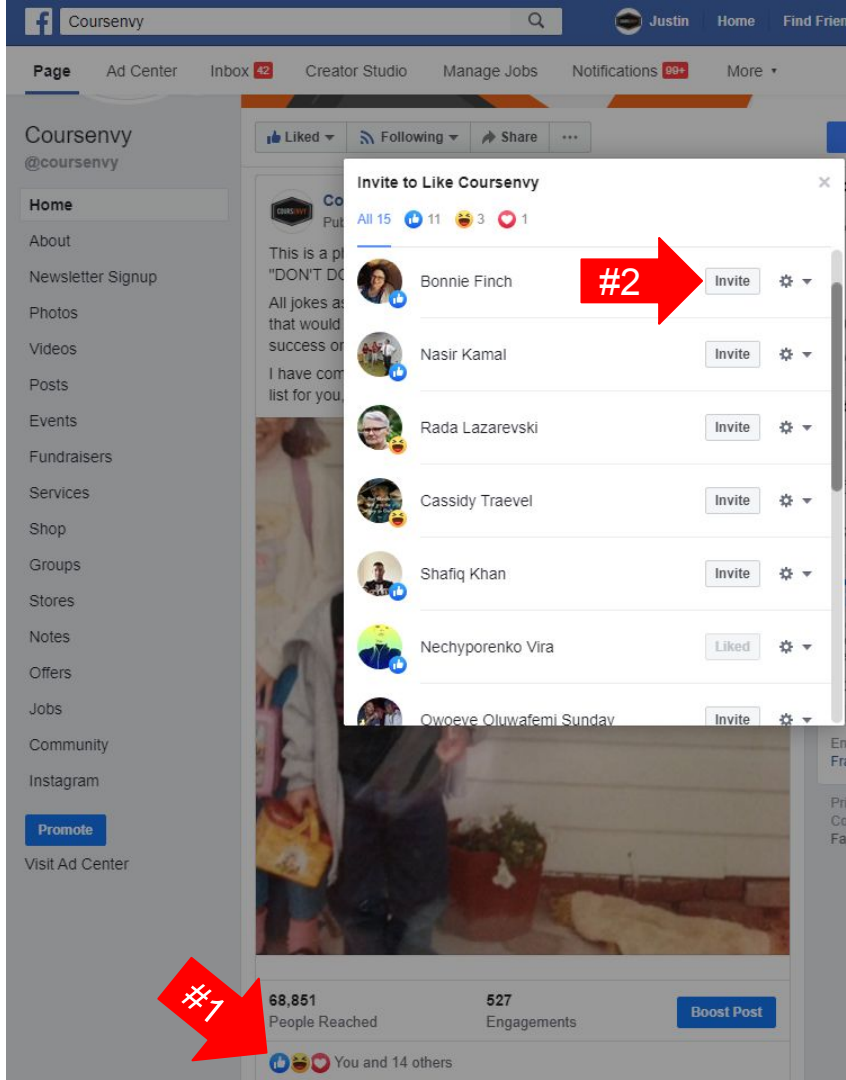


# Post Engagement Hack

1. After you spend all that money on ad campaigns, click the LIKES for that post on your Facebook page (or Page Posts page).
2. Click the INVITE button next to the Facebook users name to invite them to LIKE your page!

You can also do this AUTOMATICALLY with the Chrome Extension called, “**Invite post likers to like page for Facebook**”:

<https://chrome.google.com/webstore/detail/invite-post-likers-to-lik/dfhnkeijhilolcebpchcdiclpjojodb?hl=en>



# Testing Ad Creative Setup - TOF, MOF, or BOF

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Campaign Objective



Ad Sets (10 total)



Ads (1 Dynamic Creative)

-10 Total Images & Videos (using 5 variables for each Dynamic Creative asset)

# PRO TIP: Duplicating Split Tests

Create the Dynamic Creative Ad under a single Ad Set first. This will be the base BROAD targeting Ad Set. Then you can easily DUPLICATE the Ad Set (under this "Original campaign") 10 times and then edit each Ad Set with a varying single audience for split testing.

The screenshot displays the Facebook Ads Manager interface. At the top, the navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and user account information. The main content area shows a campaign named 'CONVC-modMBA sale-WinDC-5-4-2020' with a target audience of 'US - 25+'. A red arrow points to the three-dot menu icon next to the 'US - 25+' ad set. A second red arrow points to the 'Duplicate' option in the dropdown menu that appears. The interface also shows a table of ad sets with columns for 'Ad Set Name' and 'Delivery', and a sidebar on the right with 'Audience Definition' and 'Estimated Daily Results' sections.

Courseenvy.com Ad Account (5577...)

Search business

Courseenvy.com

CONVC-modMBA sale-WinDC-5-4-2020 > US - 25+ > 1 Ad

In Review

US - 25+

Dynamic Creative

Quickly duplicate Ctrl+D

Duplicate Ctrl+Shift+D

Copy Ctrl+C

Paste Ctrl+V

Delete Ctrl+BACKSPACE

Create Ad

Create Rule

ID: 23844589097120418 Copy

Pixel ID: 466681210923458

modMBA sale

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach

3.3K - 9.4K

Conversions

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data.

# TOF Content

# People HATE Being Sold

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People are **NOT** on Facebook to buy. They are on Facebook to see what their friends and the pages they like are up to!

AVOID SELLING RIGHT AWAY, UNLESS YOUR PRODUCT IS UNDER A \$30 price point... i.e. an impulse buy! NEVER target a cold audience with your sales pitch otherwise!

You need to NURTURE the relationship and build TRUST with this potential customer since your ad is INTERRUPTING their normal news feed! Give away VALUE at the TOF, then retarget these warm Custom Audiences later in MOF/BOF campaigns.

**DON'T RUSH THE SALE!**

# TOF Content

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Here is a list of my favorite TOF content to promote to cold audiences:

- Polls, Surveys, Quizzes, Questions -- Use software! Or simply ask questions in your ad copy that make users want to reply via comments or click a Send Message CTA button on the ad (depending on which Custom Audience you want to build).
- Videos -- commercials, **EDUCATIONAL** meets **ENTERTAINING** (think [Squatty Potty](#) -- *click to watch*)
- Lists -- i.e. Top 10 Ways to XYZ, The 7 Best Products for XYZ (free value relevant to your target market)
- Contests/Giveaways -- I do warn, these can attract “freebie” seekers which aren’t easy to sell to later on. Think of WIN WIN giveaways, like my restaurant clients... free pie with order!
- Lead Magnets -- free course, eBook, tutorial, coupon, food, product... ANYTHING!

**PRO TIP:** Try to test at least 2 different TOF ad content options (from examples above), each offering a different value proposition. This way you can see what content resonates with your audience.



# Why Questions & Polls?

---

Think of some of the BIGGEST blogs online... Huffington Post, BuzzFeed, the examples are endless! Go and look at their trending, most popular content. One the top posts will most likely be a QUIZ or POLL. Why?

**People LOVE themselves!**

*(And they love sharing the results on social... i.e. built in organic reach!)*

They want to answer questions and polls about their favorite topic... Me, myself, and I. You can get VERY personal with your interactive content and collect a ton of info on your potential customer!

Plus, getting users to complete “**MICRO transactions**” (even if they are free, such as posting a comment) gets them that much warmer and committed to your brand, making them easier to convert to a sale later on!

# Why Questions & Polls?

---

## EXAMPLES:

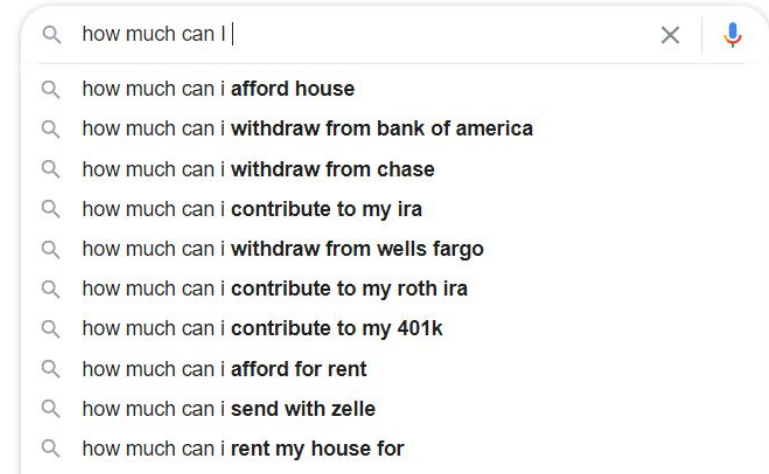
- Disney Ad: *“Which Disney prince or princess are you? Take this quiz!”* People are on FB/IG to have fun! Just try to keep the question/poll/quiz relevant to your brand, optimally categorizing users so you can build unique Custom Audiences to test!
- Tesla Ad: *“How Much Would You Save Buying an Electric Car?”* This is a great way to identify TOF users interested in this topic! Then you can retarget and sell them on the benefits of Tesla as the best electric car option. Or cross promote a solar panel affiliate offer to this list!
- *“What do you think about XYZ HOT BUTTON topic (politics, education, health, etc.)?”*  
*“Calculate how much you are wasting on XYZ (rent, ads, etc.)?”* People on social media are OPINIONATED... take advantage to find people with opinions relevant to your brand!

# Why Questions & Polls?

---

## PRO TIP:

- Search BuzzFeed for quiz ideas/questions to borrow from.
- Search Google to see popular “auto-populate” questions in the search bar (for example “how much...” or “what is...”). These can make great TOF polls!



# Boost Your Marketing with Interactive Content

[www.Coursenvy.com/outgrow](https://www.Coursenvy.com/outgrow)



WHY OUTGROW? ▾

TEMPLATES ▾

RESOURCES ▾

PRICING

LOGIN

Enter your email

START FREE TRIAL

Have you taken a quiz  
that requires your  
email address **before**  
you see the results?  
Good chance it was  
hosted by Outgrow!

## Boost Your Marketing with Interactive Content

Use Outgrow's simple, no-code tools to acquire qualified leads



Calculators



Quizzes



Assessments



Recommendations



Polls



Chatbots



Giveaways



Forms/Surveys

# Outgrow Polls

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[www.Coursenvy.com/outgrow](http://www.Coursenvy.com/outgrow)

I love using Traffic campaigns to Outgrow polls which quickly segment my audience for me!

**EXAMPLE:** Do you like your hair LONG or SHORT?

- The answer they provide will then tag and segment them accordingly. Then users can be directed to a sales offer (or value proposition) unique to them! For example, **“The Top 10 Long Hair Care Products”** OR **“20 Actresses With Short Hairstyles You Can Copy!”**
- The poll/survey enables you to WARM up your audience AND serve them with super relevant, personalized content you would NEVER know unless you asked (nor be able to retarget via ads later).
- Plus, answering questions are like SMALL transactions, which gets their mind saying YES to your brand early... which in turn increases sales conversions in later BOF campaigns!

# KingSumo Contests

Grow your email list through VIRAL giveaways (avoid the token iPad giveaways; create a win win brand awareness play by giving away your own brands products)!

- KingSumo has built in virality that allows people who enter your contest, to EARN more ENTRIES by sharing your contest on their own social media, following your social media, clicking a link, watching a video, etc.
- Here is our example we used to launch our Etsy case study:  
<https://www.etsy.com/shop/CoursenvyCom>



## Entrepreneur T-Shirt

TIME LEFT

VALUE: \$24.99      31:17:18:48      WINNERS: 1

DAYS   HOURS   MIN   SEC

Enter with your email address or facebook:

☐ I consent to getting sale, promotion, or marketing email\*

☐ I want to hear about more free giveaways!



# KingSumo Contests

- As you can see, once a users enters the contest, they are given the option to get MORE entries into the contest by completing these actions (most based on viral actions, like SHARING)!
- You decide the actions and number of entries awarded for each while creating your giveaway in KingSumo.



## Congratulations! You're in!



**Get even more entries** by completing these actions:

|                          |                                                                                                                            |                    |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------|
| <input type="checkbox"/> |  Share on Twitter                       | +3 +3 PER REFERRAL |
| <input type="checkbox"/> |  Share on Facebook                      | +3 +3 PER REFERRAL |
| <input type="checkbox"/> |  Share on Messenger                     | +3 +3 PER REFERRAL |
| <input type="checkbox"/> |  Share on LinkedIn                      | +3 +3 PER REFERRAL |
| <input type="checkbox"/> |  Share on Pinterest                     | +3 +3 PER REFERRAL |
| <input type="checkbox"/> |  Share via Email                        | +3 +3 PER REFERRAL |
| <input type="checkbox"/> |  Click here every day for more entries! | +1                 |
| <input type="checkbox"/> |  Like us on Facebook!                   | +2                 |
| <input type="checkbox"/> |  Follow me on Instagram!                | +2                 |
| <input type="checkbox"/> |  Follow me on Twitter!                  | +2                 |
| <input type="checkbox"/> |  Subscribe to my channel on YouTube!    | +2                 |
| <input type="checkbox"/> |  Subscribe to my podcast!               | +2                 |

YOUR ENTRIES: 3      TIME LEFT: 31 d : 17 h : 11 m : 33 s

# Middle of Funnel (MOF)



# Middle of Funnel (MOF)

---

50% of my daily ad spend budget is allocated to MOF campaigns.

With our MOF campaigns, we want to start retargeting our WARM AUDIENCES inside of our Custom Audiences to **sell our product or service**, but also continue testing targeting cold audiences with our offer or “sale ad”. So for almost all of my MOF ads, I will create a **Conversion Objective > Purchase** event goal campaign (change your conversion goal in accordance to your campaigns goal, i.e. maybe you're not selling and instead collecting Leads).

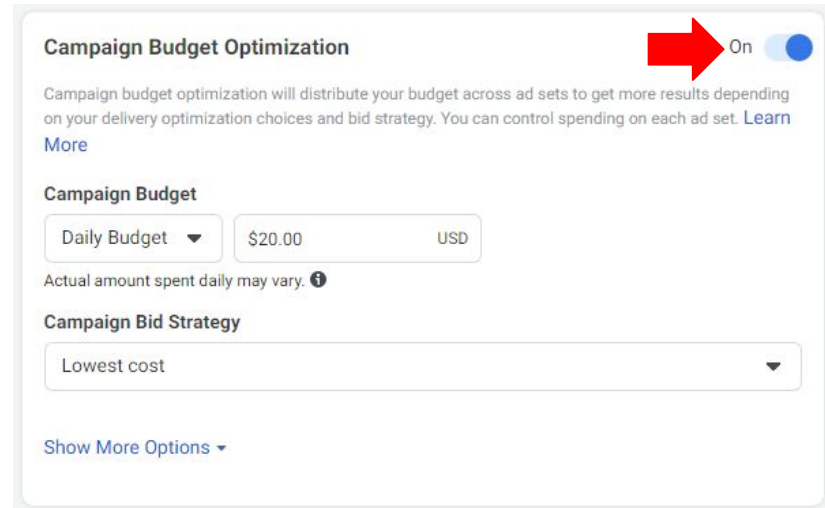
We want Facebook to find and optimize our ads for users most likely to **CONVERT** (we also want to be building our Custom Audiences with the MOST LIKELY to convert users as well)!

You can start a RETARGETING campaign with as little as **ONE** person in your Custom Audience. While the ad may not spend all of your budget, it will work. My **rule of thumb** is to get at least 1,000 users in a Custom Audience before starting retargeting.

# How to Allocate Your MOF Budget

---

- Once you create a MOF Conversion campaign, toggle on the CBO (Campaign Budget Optimization) option at the objective selection level. Allocate at minimum \$1 per ad set.
- Make sure to watch our lecture, **“How to Split Test Facebook Ad Sets with Campaign Budget Optimization”** to see how to duplicate ad sets and split test with CBO.



The screenshot shows the 'Campaign Budget Optimization' settings in Facebook Ads. At the top right, there is a toggle switch labeled 'On' with a blue circle, and a red arrow points to it. Below this, a text block explains that CBO will distribute the budget across ad sets based on delivery optimization choices and bid strategy, with a 'Learn More' link. Under the 'Campaign Budget' section, there is a 'Daily Budget' dropdown menu, a text input field containing '\$20.00', and a 'USD' currency selector. A note states 'Actual amount spent daily may vary.' with an information icon. The 'Campaign Bid Strategy' section features a dropdown menu currently set to 'Lowest cost'. At the bottom, there is a 'Show More Options' link with a downward arrow.

# How to Allocate Your MOF Budget

---

- Create the first Conversion campaign with **3 ad sets**, each retargeting a single TOF Custom Audience. These will be our first ads retargeting a user that is WARM. Select the Custom Audiences of people who viewed your TOF campaign (i.e. View Content, Website Traffic, Video Views, Post Engagement, etc.)
- Make sure to create all your Custom Audiences upfront (or at least while creating your TOF campaigns) so they are building/collecting users from day 1 and ready once you begin creating retargeting campaigns.
- Again, these MOF campaigns will consist of ads driving people to our SALES PAGE.

# How to Allocate Your MOF Budget

---

- Create a second Conversion campaign with at least **7 ad sets**.
- Target a mixture of Lookalike Audiences (reference the slide in the TOF section titled “*My Favorite Lookalike Audiences*”) and cold audiences (i.e. single interest, demographic, gender, age, location, or behavior in each ad set).
- One of my most successful targeting options is a **1% Lookalike Audience of the TOF content** (i.e. Lookalike Audience of the Custom Audience collecting TOF blog post traffic).

**Why cold audiences?** I am always surprised by the amount of cold users that don't engage with my TOF campaign, but will make an impulse purchase from my MOF campaign ad promoting my product/service for sale. One of my favorite cold audiences is: **18+ / USA / Engaged Shoppers (a Behavior under the Detailed Targeting field)**

# Local Business Campaign Example

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Here is a high ROMI campaign I run for my clients with local businesses:

- **TOF** = Video Views objective, with a video commercial ad targeting a 10 mile radius around the store location.
- **MOF** = Conversion objective, targeting the Custom Audience of TOF video “ThruPlays” with an OFFER (i.e. free ice cream with the purchase of any meal) which is created at the Ad Set level.

This is a great 2 step funnel that can get you paying customers for very low CPA!

# Bottom of Funnel (BOF)

# Bottom of Funnel (BOF)

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20% of my daily ad spend budget is allocated to BOF campaigns.

Now it is time to convert (or “close the sale”) on these warm audiences!

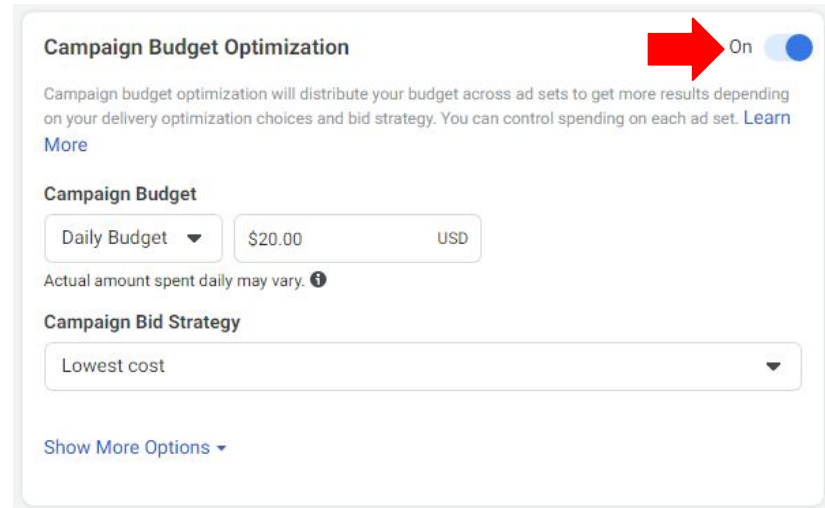
For all of my BOF ads, I will create a **Conversion Objective > Purchase** event goal campaign (change your conversion goal in accordance to your campaigns event goal).

Our goal is to RETARGET the warmest audiences possible at the BOF, such as the Custom Audience of users who fired the event “AddToCart” or “InitiateCheckout” in the last 14 days!

# How to Allocate Your BOF Budget

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- Once you create a BOF Conversion campaign, toggle on the CBO (Campaign Budget Optimization) option at the objective selection level. Allocate at minimum \$1 per ad set.
- Make sure to watch our lecture, **“How to Split Test Facebook Ad Sets with Campaign Budget Optimization”** to see how to duplicate ad sets and split test with CBO.



The screenshot shows the 'Campaign Budget Optimization' settings in Facebook Ads Manager. At the top right, there is a toggle switch labeled 'On' with a blue circle, and a red arrow points to it. Below this, a text block explains that CBO will distribute the budget across ad sets based on delivery optimization choices and bid strategy, with a 'Learn More' link. The 'Campaign Budget' section includes a 'Daily Budget' dropdown set to '\$20.00' and a 'USD' currency selector. A note states 'Actual amount spent daily may vary.' with an information icon. The 'Campaign Bid Strategy' section shows a dropdown menu set to 'Lowest cost'. At the bottom, there is a 'Show More Options' link with a downward arrow.



# How to Allocate Your BOF Budget

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Like I mentioned, now is the time to CONVERT this audience, so you want to target the warmest Custom Audiences you have. My best performing BOF Custom Audiences include:

- Video views 75%
- Customer Lists (email leads)
- Add to Cart
- Initiate Checkout
- MOF View Content (from MOF Custom Audiences, such as XYZ product page view)
- Website Visitors By Time Spent (Top 25%)
- Facebook Page Custom Audience > People who engaged with any post or ad

# BOF Rules

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Remember, like any proper funnel (i.e. sales page, landing page, etc.), you want to be driving people to a website with a SINGLE goal on it. Eliminate as many “HOLES” in the funnel as possible. By holes I mean links to other pages on your sales page, or you offering too many options on the sales page, or you asking for varying results on one page (i.e. newsletter signup, Facebook Page like button, and an add to cart button).

For example, an ad should never direct people to your generic homepage (i.e. Cousenvy.com) Every ad should be LASER focused on the results you want (i.e. traffic to a blog post, conversions on a product page, email signups on a lead capture page, etc.)

**The Ultimate Guide to Landing Pages:**

**<https://www.coursenvy.com/what-is-a-landing-page>**

# Buyer Retargeting

# Buyer Retargeting

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10% of my daily ad spend budget is allocated to Buyer Retargeting campaigns.

When I start working with a new client, almost 100% of the time they have ZERO ads retargeting their past customers. *They want **NEW** customers only.* By doing this, you are leaving SO MUCH money on the table. Plus, it is SO MUCH HARDER to obtain new customers, rather than selling to a past customer.

Past customers are already what I call a “HOT” audience. They know your brand. They trust you. The work is done, now you just need to keep providing value to them to increase their Customer Lifetime Value!

# Buyer Retargeting

---

A common rebuttal I get from clients about ad spend targeting past customers is, *“Why don’t we just email them?”*

Well, yes... of course you will email them newsletters, promos, upsells, etc., but look at your email open rate in your CRM... 20%... 30%... 40% maybe if you’re lucky?!

With Facebook Reach campaigns, I can guarantee you will reach almost your entire buyer Customer List Custom Audience!

This 10% of your budget targeting past buyers will be the BEST money you ever spend, trust me!

# Buyer Retargeting

---

Your goal is to build RETENTION and LOYALTY with past customers! Take Amazon for example. They have mastered this with their “Amazon PRIME” program. They have RETAINED the customers via a paid subscription and established LOYALTY with the exclusive 2-day shipping they offer ONLY to Prime members.

- What exclusive offers can you reserve for returning customers only? For example, when I launch a new product, I will create an ad targeting past customers offering it to them only and clearly letting them know that in the ad copy. People LOVE **exclusivity!**
- Research other companies with VIP programs, reward programs, or customer loyalty programs. Starbucks Rewards, Marriott Rewards, a grocery store discount card... they are all offered to increase **Customer Lifetime Value!**

# Testimonials + User Generated Content

---

A great idea for retargeting your past buyers is to collect TESTIMONIALS and USER GENERATED CONTENT.

- Selling is SO MUCH EASIER when you have great reviews and great photos/videos of REAL customers using your product!
- Test creating a contest to get past customers to create content for you! For example, I will create a Post Engagement campaign targeting past buyers saying: *"FREE \$25 gift card to use at our store for the BEST PHOTO of you using XYZ product! Email us your pics info@coursenvy.com - Winners will be announced on this post next week!"*

**PRO TIP:** Ask for testimonials from multiple purchase customers to ensure the best reviews!

# Reach Campaigns for Past Buyers

---

Facebook's CONVERSION campaign goal is to seek users more likely to make a conversion for the event you selected. That said, this is the highest CPM (cost per impression) ad on the Facebook ad platform.

So why spend more money on ad spend using a Conversion campaign to retarget PAST BUYERS, when you already know they “converted”?

This is why we use **REACH campaigns** to retarget our past buyer customer list Custom Audience!



# Omnichannel Marketing

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From our extensive research with clients, retargeting past customers via Facebook ads converts at a much higher rate than retargeting past customers via email marketing.

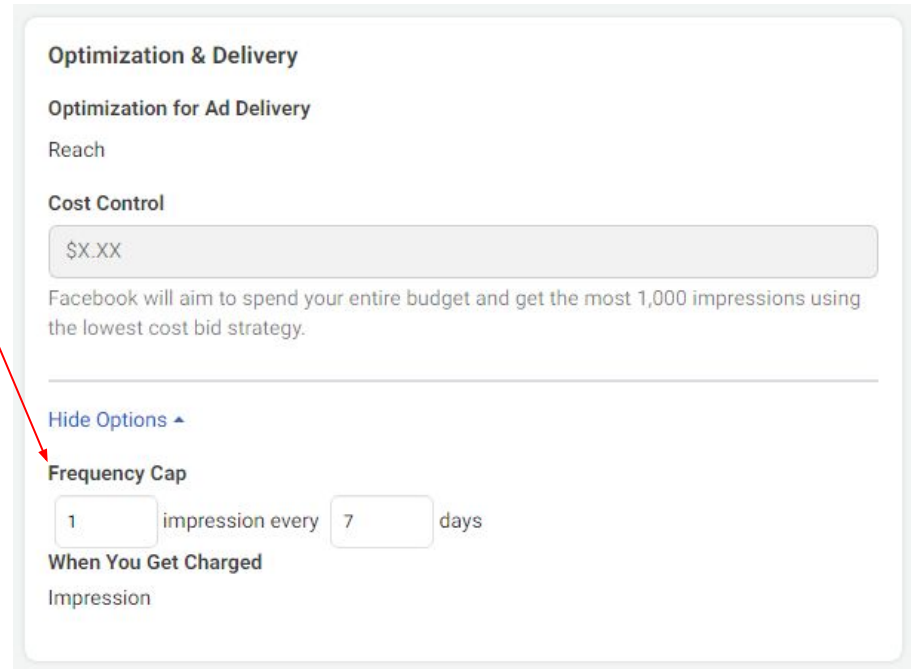
I am not saying to stop emailing your past customers. Still do email promotions to your customer list, still follow up after purchases with a thank you, keep doing email marketing! But also create retargeting ads to ensure you reach your customers on the platforms they use daily... create retargeting ads on Facebook, Instagram, Pinterest, Twitter, Google, etc.

**Omnichannel Marketing** is CRUCIAL to ensure you reach people wherever they are online! Use each channel to work together, creating a unified message/voice and awareness for your brand.

# The Coursenvy Buyer Retargeting Strategy

Create a Custom Audience of users who have made a PURCHASE event in the past 7 DAYS. Next, retarget this audience with a REACH objective campaign (at the AD SET level set the **Frequency Cap** to 1 impression every 3 days). Finally, create an ad with a selfie video (best engagement results by far for us) of you saying something like:

*"Thank you so much for your purchase from Coursenvy! We are so excited to have you as part of our community! If you need anything, please feel free to reach out to us! Thanks again!"*

A screenshot of the Facebook Ads interface for an Ad Set. The 'Optimization & Delivery' section is expanded, showing 'Optimization for Ad Delivery' set to 'Reach'. Under 'Cost Control', there is a budget input field with '\$X.XX'. Below this, a note states: 'Facebook will aim to spend your entire budget and get the most 1,000 impressions using the lowest cost bid strategy.' A 'Hide Options' link is visible. The 'Frequency Cap' section is highlighted with a red arrow from the text in the first block. It shows '1' in a box for 'impression every' and '7' in a box for 'days'. Below this, 'When You Get Charged' is set to 'Impression'.

**Optimization & Delivery**

Optimization for Ad Delivery

Reach

**Cost Control**

\$X.XX

Facebook will aim to spend your entire budget and get the most 1,000 impressions using the lowest cost bid strategy.

[Hide Options](#)

**Frequency Cap**

1 impression every 7 days

**When You Get Charged**

Impression

# The Coursenvy Buyer Retargeting Strategy

---

Next, create two Custom Audiences of users who have made a PURCHASE event in the past 30 DAYS and 60 DAYS. Let customers use your product/service for 30 days before asking for a review via email (this usually eliminates the users that are unhappy or already claimed a refund in the first 30 days).

Next, gamify (i.e. contest) the creation of user generated content such as testimonial/review videos and photos of customers with your products. I will create an ad targeting my “Purchase in past 60 days” Custom Audience and **exclude** my “Purchase in past 30 days” (i.e. targeting buyers in past 31-60 days).

For example, *“We are giving away a \$100 gift card (for your store) to one lucky customer! To enter, simply email us a selfie testimonial video with our product! Winner announced XYZ date!”*

# The Coursenvy Buyer Retargeting Strategy

**PRO TIP:** Create a new Custom Audience of customers who have made MORE THAN ONE purchase and/or customers who have spent over a certain amount. This Custom Audience will be called your “VIP audience” which you can target with "VIP ads" letting the customer know they are VIP members and offer exclusive products or pre-launches to them first!

Once these VIP Custom Audiences grow to 1,000+ in size, create Lookalike Audience of them. These are my highest ROI Lookalike Audiences!

Create a Website Custom Audience

1 Add People to Your Audience [Show Tips](#)

Include people who meet **ANY** of the following criteria:

Learn/Coursenvy.com Pixel

Purchase in the past 30 days

Aggregated value:

Frequency is greater than or equal to (≥) 2

Frequency

Sum of

Average of

Minimum of

Maximum of

Include More People Exclude People

Add Description

Cancel Back Create Audience

# Make Money From Your Biggest Fans

---

[www.coursenvy.com/affiliate-marketing](https://www.coursenvy.com/affiliate-marketing)

One of my favorite marketing techniques is word of mouth from our own customers.

Incentivize your customers to share your products or services with their friend via  
**AFFILIATE MARKETING!**

Enable your fans to make a living promoting your products for you!

Learn everything I know in our FREE affiliate marketing course at the link above!

# When To Use Conversion Campaigns

# PRO TIP: Conversion Campaigns

---

You will see me using Conversion campaigns often in this course. So why do I use Conversion campaigns so much? Think about it, Facebook is seeking users that are more likely to CONVERT (i.e. view content, signup, buy, etc.) so I why not target this users as often as you can! That said, Conversion campaigns are the highest CPM (most expensive) user to market to on Facebook.

- I will create TOF Conversion campaigns with the conversion goal of “View Content”.
- I will create MOF Conversion campaigns with the conversion goal of “Add to Cart”.
- I will create BOF Conversion campaigns with the conversion goal of “Purchase”.

I want to optimize and build Custom Audiences around users likely to CONVERT!

**\*\*\*The only reason to use other objectives is to either lower your costs OR when you want a specific action taken (i.e. Video Views objective).\*\*\***

# PRO TIP: Conversion Campaigns

Before creating ANY Conversion campaigns, I suggest seasoning your Facebook Pixel for awhile. This means installing the Facebook Pixel on your website and letting it collect conversion data.

**RULE:** Collect 100 total **Conversion Events** before starting a Conversion campaign for that specific Conversion event.

## Ad Set Name

[Create Name Template](#)[Switch to Quick Creation](#)

US - 18+

## Conversion

Select what you want people to do after seeing your ad and where you want the ad to take them. You can also control how Facebook bids in each auction.

Destination ☒ Website

☐ App

☐ Messenger ⓘ

☐ WhatsApp ⓘ

Optimization for Ad Delivery ⓘ

Conversions ▼

Learn/Coursenvy.com Pixel  
Pixel ID: 46668121C

Choose an event

Lead

363 events received

Conversion Event

Event to use as the conversion

## Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

## Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ

15K - 44K

Conversions ⓘ

12 - 36



# Why I SPLIT TESTS

# SPLIT TEST!!!

---

NO funnel or campaign objective needs to be set in stone... I am always testing different objectives to see if I can get a better result and/or lower cost per action!

## EXAMPLE #1:

I will split test BOF with Reach and Traffic campaigns to see if I can get sales cheaper than I am via Conversion campaigns. For example, if you have a Custom Audience of 1,000 past buyers, I already know they CONVERT, so why use the most expensive ad campaign objective of Conversion (this is the known highest CPM campaign type)! You may get cheaper conversions retargeting this audience via a Reach objective for example.

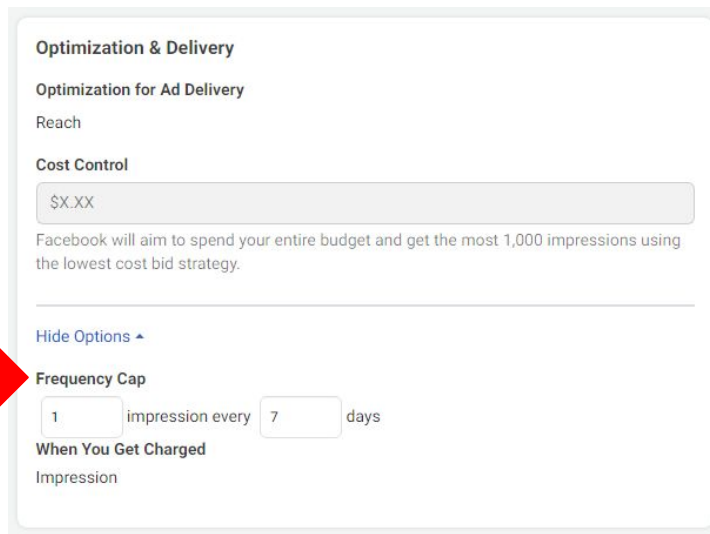
I will also split test Conversion > Purchase versus a Reach objective when targeting the Add to Cart or Initiate Checkout Custom Audience (a REALLY warm audience).

# SPLIT TEST!!!

## EXAMPLE #2:

A great split test for my TOF campaigns is targeting a niche that I know is my exact target market (i.e. Parents with preschoolers ages 3-5, living in Los Angeles).

Since this is a small audience, I will instead use a REACH objective campaign to market to each and everyone of them in this target market!



Optimization & Delivery

Optimization for Ad Delivery

Reach

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most 1,000 impressions using the lowest cost bid strategy.

Hide Options ▲

Frequency Cap

1 impression every 7 days

When You Get Charged

Impression

### **RULE:** Frequency Cap = 10/mo max

I don't want my small audience to get ad fatigue, so at max I will set my Frequency Cap to "1 impression every 3 days" (i.e. the number of days that should pass before someone sees your ad again).

# SPLIT TEST!!!

## EXAMPLE #3:

When a Lookalike Audience is performing poorly in my TESTING campaign, I will swap it out for a LARGER percentage sized Lookalike Audience. Oftentimes a 1% Lookalike Audience will perform best for me, but sometimes I see great results from my 5% and 10% Lookalike Audiences! TEST!!!

|                                           |          |                            |               |                                    |                   |
|-------------------------------------------|----------|----------------------------|---------------|------------------------------------|-------------------|
| LA (US, 5%) - WC - CE (ALL) - T...        | ● Active | Lowest cost<br>Link Clicks | Using camp... | May 6, 2020, 8:47 AM<br>2 days ago | 46<br>Link Clicks |
| -45 - BROAD - male                        | ● Active | Lowest cost<br>Link Clicks | Using camp... | May 8, 2020, 3:57 ...<br>Today     | 25<br>Link Clicks |
| -45 - Facebook Page admins                | ● Active | Lowest cost<br>Link Clicks | Using camp... | May 6, 2020, 8:47 AM<br>2 days ago | 6<br>Link Clicks  |
| LA (US, 1%) - WC - CE (ALL) - Top 25% ... | Off      | Lowest cost<br>Link Clicks | Using camp... | May 6, 2020, 8:47 AM<br>2 days ago | 1<br>Link Click   |

# Order of Importance for Optimization

---

1. First, identify your target audience! Build up those Custom Audiences of interested people and action takers (i.e. buyers). Once we have a converting target market, we can begin to focus more on optimizing the ad creative.
2. Second, find what creative is working with your target market. Test images, videos, ad formats (i.e. carousels). Testing and optimizing creative typically results in the biggest changes in your results, versus copywriting.
3. Finally, test and tweak your ad copywriting to further fine tune your ads and increase conversions.

# Order of Importance for Optimization

---

Once you identify winning ad sets and ads... **DON'T SHUT OFF WHAT'S WORKING!!!**

Instead, place these WINNING assets into new CBO campaigns and begin your fine tuning optimization! This includes testing new audience segments (e.g. 25-35 men vs women), placements (e.g. Instagram newsfeed vs. Facebook newsfeed), ad creative segments (e.g. test varying problems or pain points), etc.

ALWAYS be testing creative to have FRESH content ready to plug in (ad fatigue is common)!

**Dynamic Creative**

# Dynamic Creative - TOF, MOF, BOF

---

Try to always test **5 ad creative variables** (i.e. varying images, videos, primary text, headline, etc.)

**NEVER** assume you have the perfect ad... you can bulk test variables with Dynamic Creative enabled at the AD SET level.

When creating your campaign, you will create a single campaign (with Campaign Budget Optimization toggled on), then create a single ad set under that campaign, and then create this single DYNAMIC CREATIVE ad with 5 variables under each ad creative area (up to 10 variables for images/videos). Then when you duplicate the ad set 10 times (for split testing audiences), you will not need to adjust the ad in those duplicates as the Dynamic Creative ad will do the job for you!



With **Dynamic Creative** toggled on at the Ad Set level, we can now click the “Add Another Option” link under each creative field.

New Campaign > New Ad Set > New Ad

In Draft

Edit Review

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Preview Off

**Media**

Select Images Select Videos

Create Slideshow Create Video

☒ Optimize Creative For Each Person  
Vary your ad creative based on each person's likelihood to respond. [See Possible Optimizations](#)

**Primary Text**

Tell people what your ad is about

+ Add Another Option

**Headline · Optional**

Write a short headline

+ Add Another Option

**Description · Optional**

Include additional details

+ Add Another Option

**Website URL**



The link field is required. Please complete the field to continue.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

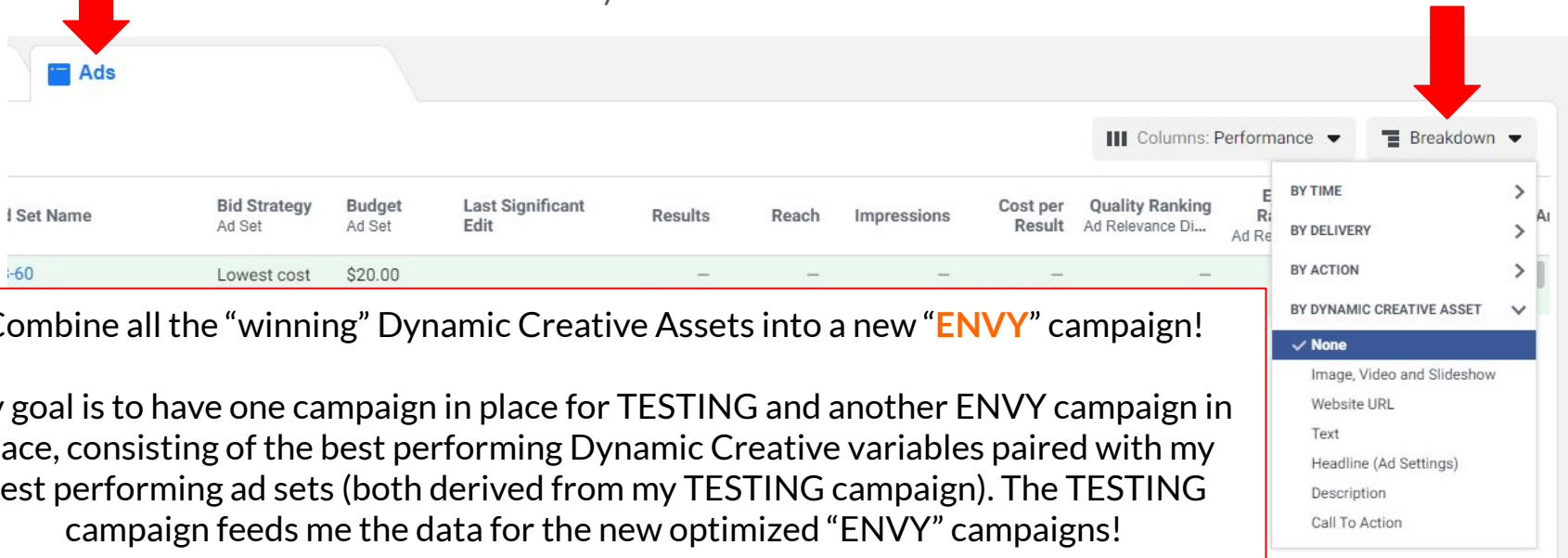
Close ✓ All edits saved

Back Publish

# Dynamic Creative Analysis + ENVY Campaigns

Ads Manager > Ads tab > Breakdown menu > Dynamic Creative Asset

-Select each Dynamic Creative Asset to review results



The screenshot shows the Facebook Ads Manager interface. A red arrow points to the 'Ads' tab in the top left. Another red arrow points to the 'Breakdown' menu in the top right. The 'Breakdown' menu is open, showing options: BY TIME, BY DELIVERY, BY ACTION, BY DYNAMIC CREATIVE ASSET, and a checked 'None' option. Below the menu, a table of ad sets is visible. The first row is highlighted in green and contains the following data:

| Ad Set Name | Bid Strategy | Budget  | Last Significant Edit | Results | Reach | Impressions | Cost per Result | Quality Ranking |
|-------------|--------------|---------|-----------------------|---------|-------|-------------|-----------------|-----------------|
| Ad Set 1    | Lowest cost  | \$20.00 |                       | -       | -     | -           | -               | -               |

Combine all the “winning” Dynamic Creative Assets into a new “ENVY” campaign!

My goal is to have one campaign in place for TESTING and another ENVY campaign in place, consisting of the best performing Dynamic Creative variables paired with my best performing ad sets (both derived from my TESTING campaign). The TESTING campaign feeds me the data for the new optimized “ENVY” campaigns!

# ENVY Campaign Example

- After I let a TESTING campaign run for 3 days, I will review the Dynamic Creative Assets via the Breakdown menu on the AD level of the campaign. First let's review images!

Facebook Ads Manager interface showing the 'Ads for 1 Campaign' view. A red arrow points to the 'Ads for 1 Campaign' tab. The table displays ad performance metrics for two active ad sets. A second red arrow points to the 'Breakdown' menu, which is open, showing options like 'Image, Video and Slideshow'.

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | **Ads for 1 Campaign**

View Setup | Columns: Performance | Breakdown: Image, Video and Slide | Reports

| Ad Name                                           | Delivery | Ad Set Name                                    | Bid Strategy               | Budget        | Last Significant Edit               | Results           | Reach | Impressions | Cost per Result        | Quality Score |
|---------------------------------------------------|----------|------------------------------------------------|----------------------------|---------------|-------------------------------------|-------------------|-------|-------------|------------------------|---------------|
| Default name - Conversions                        | Active   | US - 25+ - Entrepreneur (ma...<br>1 active ad  | Lowest cost<br>Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 14<br>modMBA w... | 4,171 | 4,576       | \$4.43<br>Per modMB... | —             |
| Image<br>*5.png_105 (32fe34375a28eef039360ef3c... |          |                                                |                            |               |                                     | 14                | 4,108 | 4,498       | \$4.20                 | —             |
| Image<br>*3-1.png (9778b6d54161c04693c40c90d8...  |          |                                                |                            |               |                                     | —                 | 8     | 8           | —                      | —             |
| Image<br>*7.png (5efca21726ec41412a6ed475652...   |          |                                                |                            |               |                                     | —                 | 4     | 4           | —                      | —             |
| Image<br>*4.png_105 (3cba0a84a73531cb86ebe3d...   |          |                                                |                            |               |                                     | —                 | 48    | 49          | —                      | —             |
| Image<br>*THE SECRET TO ONLINE SUCCESS (10)...    |          |                                                |                            |               |                                     | —                 | 9     | 9           | —                      | —             |
| Default name - Conversions                        | Active   | US - 25+ - LA (US, 1%) - WC ...<br>1 active ad | Lowest cost<br>Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 5<br>modMBA w...  | 712   | 750         | \$4.98<br>Per modMB... | —             |
| Image<br>*5.png_105 (32fe34375a28eef039360ef3c... |          |                                                |                            |               |                                     | 5                 | 623   | 657         | \$3.97                 | —             |

# ENVY Campaign Example

- As you can see, I have a clear winner for my image. So I will take that image and use it in my new high-performing, optimized, “ENVY campaign”. Now you will do the same review for Text, Headlines, and any other Dynamic Creative Asset you tested (all via the **Breakdown** menu)!

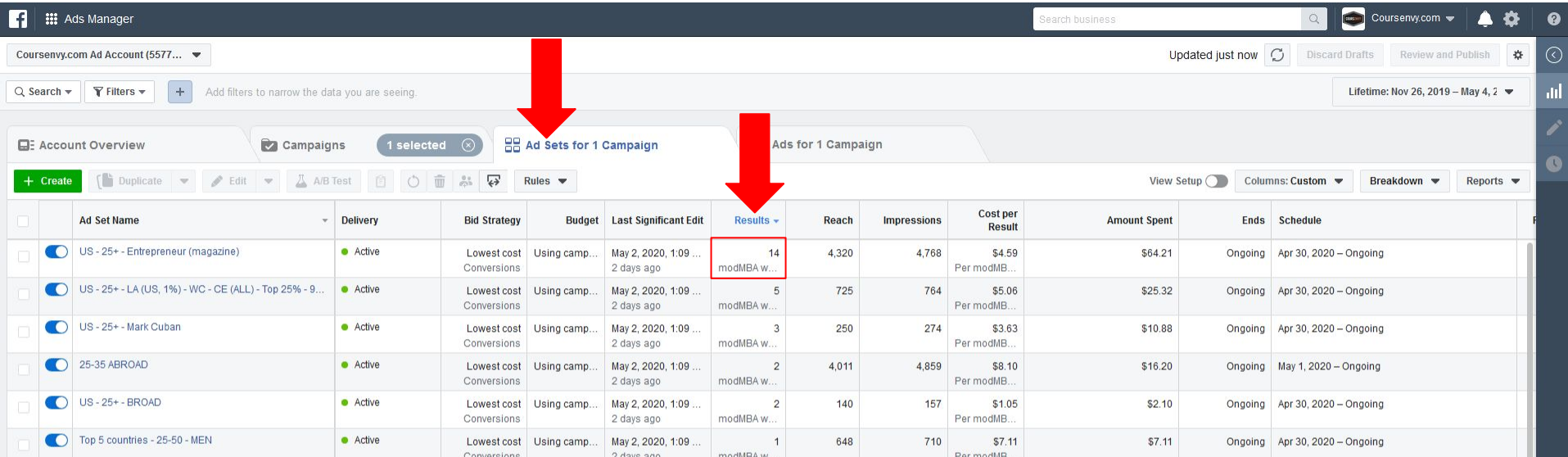
Facebook Ads Manager interface showing the 'Ads for 1 Campaign' view. The table displays performance metrics for various ad creatives. A red arrow points to the 'Results' column header, and another red arrow points to the 'Image' column header. The table highlights the top-performing creative: '5.png (32fe34375a28eef039360ef3c...)' with 14 impressions, 4,108 reach, 4,498 cost per result, and a \$4.20 cost per result.

| Ad Name                                          | Delivery | Ad Set Name                                    | Bid Strategy               | Budget        | Last Significant Edit               | Results           | Reach | Impressions | Cost per Result        | Quality Score |
|--------------------------------------------------|----------|------------------------------------------------|----------------------------|---------------|-------------------------------------|-------------------|-------|-------------|------------------------|---------------|
| Default name - Conversions                       | Active   | US - 25+ - Entrepreneur (ma...<br>1 active ad  | Lowest cost<br>Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 14<br>modMBA w... | 4,171 | 4,576       | \$4.43<br>Per modMB... | —             |
| Image<br>5.png (32fe34375a28eef039360ef3c...)    |          |                                                |                            |               |                                     | 14                | 4,108 | 4,498       | \$4.20                 | —             |
| Image<br>3-1.png (9778b6d54161c04693c40c90d8...) |          |                                                |                            |               |                                     | —                 | 8     | 8           | —                      | —             |
| Image<br>7.png (5efca21726ec41412a6ed475652...)  |          |                                                |                            |               |                                     | —                 | 4     | 4           | —                      | —             |
| Image<br>4.png (3cba0a84a73531cb86ebe3d...)      |          |                                                |                            |               |                                     | —                 | 48    | 49          | —                      | —             |
| Image<br>THE SECRET TO ONLINE SUCCESS (10)...    |          |                                                |                            |               |                                     | —                 | 9     | 9           | —                      | —             |
| Default name - Conversions                       | Active   | US - 25+ - LA (US, 1%) - WC ...<br>1 active ad | Lowest cost<br>Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 5<br>modMBA w...  | 712   | 750         | \$4.98<br>Per modMB... | —             |
| Image<br>5.png (32fe34375a28eef039360ef3c...)    |          |                                                |                            |               |                                     | 5                 | 623   | 657         | \$3.97                 | —             |

Breakdown menu options: Remove All Breakdowns, BY TIME, BY DELIVERY, BY ACTION, BY DYNAMIC CREATIVE ASSET (Image, Video and Slideshow, Website URL, Text, Headline (Ad Settings), Description, Call To Action).

# ENVY Campaign Example

- Next you will identify the best performing audience from the AD SET of the TESTING campaign. If there is not a clear winner, you can create another split test in your ENVY campaign (again using the “split testing with Campaign Budget Optimization” strategy).



The screenshot shows the Facebook Ads Manager interface for a campaign named 'Coursenvy.com Ad Account (5577...'. The 'Campaigns' tab is selected, and one campaign is chosen. The 'Ad Sets for 1 Campaign' view is active. A table lists several ad sets, with the first row highlighted. Two red arrows point to the 'Results' column and the first row of the table.

|                          | Ad Set Name                                             | Delivery | Bid Strategy            | Budget        | Last Significant Edit               | Results           | Reach | Impressions | Cost per Result        | Amount Spent | Ends    | Schedule               |
|--------------------------|---------------------------------------------------------|----------|-------------------------|---------------|-------------------------------------|-------------------|-------|-------------|------------------------|--------------|---------|------------------------|
| <input type="checkbox"/> | US - 25+ - Entrepreneur (magazine)                      | Active   | Lowest cost Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 14<br>modMBA w... | 4,320 | 4,768       | \$4.59<br>Per modMB... | \$64.21      | Ongoing | Apr 30, 2020 – Ongoing |
| <input type="checkbox"/> | US - 25+ - LA (US, 1%) - WC - CE (ALL) - Top 25% - 9... | Active   | Lowest cost Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 5<br>modMBA w...  | 725   | 764         | \$5.06<br>Per modMB... | \$25.32      | Ongoing | Apr 30, 2020 – Ongoing |
| <input type="checkbox"/> | US - 25+ - Mark Cuban                                   | Active   | Lowest cost Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 3<br>modMBA w...  | 250   | 274         | \$3.63<br>Per modMB... | \$10.88      | Ongoing | Apr 30, 2020 – Ongoing |
| <input type="checkbox"/> | 25-35 ABROAD                                            | Active   | Lowest cost Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 2<br>modMBA w...  | 4,011 | 4,859       | \$8.10<br>Per modMB... | \$16.20      | Ongoing | May 1, 2020 – Ongoing  |
| <input type="checkbox"/> | US - 25+ - BROAD                                        | Active   | Lowest cost Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 2<br>modMBA w...  | 140   | 157         | \$1.05<br>Per modMB... | \$2.10       | Ongoing | Apr 30, 2020 – Ongoing |
| <input type="checkbox"/> | Top 5 countries - 25-50 - MEN                           | Active   | Lowest cost Conversions | Using camp... | May 2, 2020, 1:09 ...<br>2 days ago | 1<br>modMBA w...  | 648   | 710         | \$7.11<br>Per modMB... | \$7.11       | Ongoing | Apr 30, 2020 – Ongoing |

# ENVY Campaign Example

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Here is my “ENVY Campaign” based on the TESTING campaign results:

- Ad Set = US, 25+, Detailed Targeting: Entrepreneur (magazine)
- Ad = Green car photo, headline #2, text #3, Learn More CTA

**PRO TIP:** Leave your TESTING campaign running! Sometimes these winning variables you used in your new ENVY Campaign work better in the original campaign. Keep swapping out the poor performing variables with new ones in the TESTING campaign. You want to constantly be testing to find new target markets, new creatives, and more!

*\*\*\*Ad fatigue is common when you use the same image for months, so you always want to be testing and stockpiling that next best content to add to your ENVY campaigns!\*\*\**

# Ad Creatives

# Ad Creative/Copy - TOF

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- What makes your product/service/brand special? What is your **UNIQUE SELLING PROPOSITION** that will help you can stand out?
- How is your product/service a **SOLUTION** to their **PROBLEM**? **SELL THE OUTCOME!** Test different ways to convey this with your creatives. For example, a video of you talking into the camera stating the problem, then stating how XYZ customer solved that problem with **YOUR PRODUCT**. Finish your video by piquing their interest with a call to action, such as **“To learn his secret, click the button below!”**
- Split test a Traffic objective to a blog post listing the **TOP 5 XYZ** (a list relevant to your audience -- for clickbait ideas see BuzzFeed), then create a video of this “TOP” list (screen recording a PowerPoint like this even works) and promote it via a Video Views campaign.
- Get people to say **“YES”**! Whether if it is a question in your ad copy or a free, no-brainer offer. Getting them to say YES is a “MICRO” transaction/commitment that will warm them up to saying YES to buying soon!



# Ad Creative/Copy - MOF

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- Answer **OBJECTIONS** the customer may have about your product so they have no excuse but to buy (i.e. share why XYZ is worth their time, sell the outcome with testimonials, tell them your money back guarantee, etc.)
- Test scarcity and social “fear of missing out” ad creatives (i.e. a testimonial video of someone sharing their success after buying your product/service)!
- Test various ad copy to see what objection debunking results in sales (this can even help shape new TOF ad copy which can include your ANSWERS to common objections so you cut them off before it happens (i.e. offer a 30 day money back guarantee, clearly describe what your product does or problem it solves, free +1 ticket for your spouse or friend, etc.)
- If you have a higher priced product you are selling (\$100+), continue to build trust, provide value, and nurture the relationship with your ads narrative/story, share testimonials, and why people should care about your brand. You really need to hit those “7 touch points” of people seeing and learning more about your brand before they are ready to buy.

# Ad Creative/Copy - BOF

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- User generated content is king for us... video testimonials, customer reviews (which you can create a slideshow or video of too), or even images of customers with the product (carousel ads work great for images or testimonial videos)!
- Build credibility! Why should they trust you (i.e. awards won, total customers, etc.)
- Create ads relevant to the audience you are retargeting. For example, when retargeting an Add to Cart audience, remind the user that they left something in their cart and didn't checkout. This is also a great audience to target with a 10% off coupon to return and finish checking out. *\*\*\*Make sure to EXCLUDE your Custom Audience of "past customers" who have made a purchase so you don't waste ad spend retargeting.\*\*\**

**PRO TIP:** Selling with discounts creates a bad habit for customers. They may not want to make a full price purchase again! Instead, offer a LIMITED TIME, bonus item to add value and incentivize the customer to return to your store and complete their abandoned checkout.

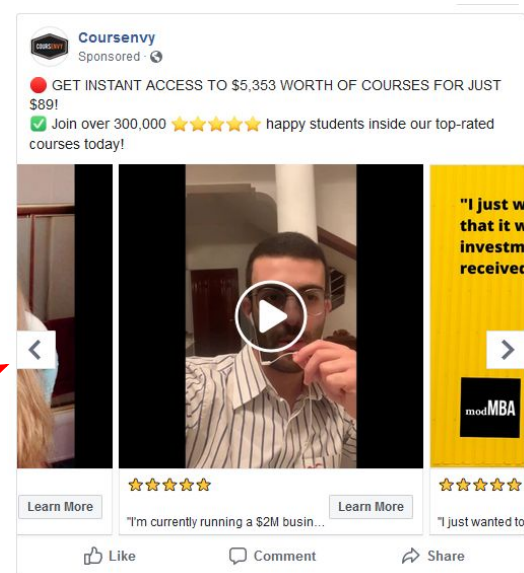
# User Generated Content

My highest converting BOF ad is always user generated content!  
New potential customers want to see other people with your product, giving a review in a testimonial video, sharing their praise...

User generated content is a great way to overcome any **final buying objections** a potential customer may have.

Here are some user generated content examples:

- Unboxing videos for products.
  - Carousel ads with a different customer testimonial video (or the review as a text image) in each varying carousel card.
  - Turn written reviews into a 30 second video slideshow with images of your product, customer pictures, and text overlay.
  - Customers wearing or using your product in videos or images.
- Split test men vs. women (we see higher engagement w/women).



# User Generated Content - Best Ad Examples

For the BEST examples of user generated content, check out the ads run by [Facebook.com/snow](https://www.facebook.com/snow)

 **Snow At-Home Teeth Whitening**  
Sponsored

Self-care is the ultimate way to de-stress. Treat yourself to some pearly whites in just 9 minutes a day + kill germs and bacteria with our start-of-the-art whitening system.



**GET WHITER TEETH IN JUST 9 MINUTES A DAY**

READY TO MAKE YOUR TEETH WHITER IN JUST 9 MINUTES A DAY?

WWW.TRYSNOW.COM  
Get Whiter Teeth While Doing Your Daily Chores (9 Min)  
Flash Sale - 25% OFF! (Use code: 25OFFSNOW)

[Shop Now](#)

[See Ad Details](#)

 **Snow At-Home Teeth Whitening**  
Sponsored

Get your best smile EVER now for 25% OFF!!

- ❄️ Guaranteed Whiter Smile
- ❄️ 12 Months Worth of Serum
- ❄️ Easy-to-Use, Takes Only 10 Minutes
- ❄️ 5-Year Warranty
- ❄️ Safe For Sensitive Teeth...



**How can we totally reinvent this?**

WWW.TRYSNOW.COM  
Flash Sale - Get 25% OFF  
(Use Code: 25OFFSNOW)

[Shop Now](#)

[See Ad Details](#)

# Track Testing

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While data is stored in your Facebook Ads Manager, I still like to manually review and pull data from my Ads Manager reporting to track everything in a separate **excel file**. This excel will include tabs for Audiences, Age, Gender, Location, Placements, and Creative.

On each tab/category, I will include **separate columns** for my **key metrics**, including:

- Identifier (i.e. Interest Targeted -- then I will type each individual interest in the cells below)
- Amount Spent
- CPM (Cost Per 1,000 Views)
- CPC (Cost Per Click)
- CTR (Click Through Rate)
- Conversions (Leads, Purchase, etc.) and Cost Per Result (CPA)
- Revenue
- Profit

# Track Testing

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- Tracking your own data becomes very valuable so you can streamline future ad creation without wasted ad spend. You will know what audience, images, ad copy, videos, demographics, etc. drive the highest ROMI.
- For example, after collecting data for many clients, we now know the average CPM for a T-shirt company will be around \$10, while the average CPM for an info product company will be around \$20! Or for us, our best TOF audience is the interest “Gary Vaynerchuk”.

|   | A                | B               | C          | D          | E          | F                | G          | H              | I             |
|---|------------------|-----------------|------------|------------|------------|------------------|------------|----------------|---------------|
| 1 | <b>Audience</b>  | <b>Ad Spend</b> | <b>CPM</b> | <b>CPC</b> | <b>CTR</b> | <b>Purchases</b> | <b>CPA</b> | <b>Revenue</b> | <b>Profit</b> |
|   | Entrepreneurship | \$15,789.61     | \$9.93     | \$0.42     | 2.17%      | 451              | \$35.01    | \$20,143.25    | \$4,353.64    |
| 3 | Gary Vaynerchuk  | \$24,581.15     | \$8.59     | \$0.49     | 2.32%      | 507              | \$48.48    | \$39,527.00    | \$14,945.85   |

